

# HOSPITALITY LIGHTING

## Create the Backdrop to the Extraordinary

Hospitality is the art of creating memorable experiences. Whether it's a family vacation, business trip, date night or spa day, lighting sets the scene for life's unforgettable moments. The right illumination welcomes guests into a lobby, makes tasks inside their room easier, inspires intimate dinner conversation and helps them relax during a much-needed massage. MaxLite offers a full suite of LED solutions designed to set the desired mood and enhance the guest experience.

## Reduce Operational Costs by Increasing Efficiency

MaxLite LED lamps and luminaires offer a long life and energy efficiency. They are 70-80% more efficient than conventional light sources and can be combined with daylight harvesting controls and motion sensors for further energy savings. By replacing outdated lighting systems with more efficient technology, property managers can maintain, and even enhance, lighting levels using fewer lamps and lower wattages. But the money-saving benefits go beyond electricity costs; LED fixtures and lamps also require much less frequent maintenance. These gains in efficiency can lead to significant savings for businesses that operate 24/7, such as resorts, hotels, restaurants and gyms.

## Influence Brand Perception

In today's competitive hospitality market, consumers judge properties not only on the amenities and services they provide. A company's commitment to sustainable practices increasingly factors into their decision of where to stay, dine, shop and relax. Choosing greener lighting alternatives can distinguish a brand and inspire consumer loyalty in a market filled with choices.



# HOSPITALITY LIGHTING

## Case Study:

### MaxLite LED Lamps Help Hair Salon Highlight Its Services



**"The right lighting is absolutely essential to our stylists as they work on client's hair. The MaxLite BR lamps strike the perfect balance of delivering the bright, color-accurate lighting our stylists need, while looking modern and appealing to our clients."**

**-- Jennifer Parrotta Ciaglia**

*Co-Owner, Salon 518*



Salon 518, a new construction in Short Hills, New Jersey, chose MaxLite LED BR lamps for general lighting throughout the 2,000-square-foot space, which provides hair styling services to its clients. The interior of the salon is modern, yet romantic, with shades of white, cream and gray contrasting against dark hardwood floors throughout the space. When it came time to select lighting for the new business, salon co-owner Jennifer Parrotta Ciaglia knew she needed illumination that was bright enough for her stylists to work under, without being too harsh for clients. She was also concerned with choosing a light source that would help keep her operating costs down. She chose MaxLite's LED BR lamps for their long life, energy efficiency, high color-rendering index and sleek design. Seventy downlight fixtures in the salon were fitted with 11-watt BR30 lamps in a color temperature of 4100K, to create a bright, contemporary atmosphere that would be welcoming and comfortable for guests while enabling stylists to accurately cut hair and perform color treatments such as highlights and low-lights. The LED lamps consume 60 percent less energy than conventional light sources and operate at cooler temperatures, which will help the salon save significantly on its annual electricity costs.



# HOSPITALITY LIGHTING

## Case Study:

### MaxLite Products Help Energy Savings Program Take Flight at Sheraton's LaGuardia East Hotel



Located just three miles away from the LaGuardia airport in Flushing, New York, the Sheraton LaGuardia East is one of the region's busiest hotels. The hotel has 173 guest rooms and over 15,000 square feet of space for conferences, weddings and parties. It is less than a half-mile away from two of the nation's premier sports venues, Citi Field (home of the New York Mets) and Arthur Ashe Tennis Stadium, where the U.S. Open is held.

The hotel was burdened each month with exorbitant utility bills and a high volume of operations and maintenance issues stemming from guest complaints. The general manager and facilities management staff turned to the knowledge and expertise of Quality Conversation Services, Inc. (QCS) to help the hotel save time and money, and to better serve their guests. Through a comprehensive approach, QCS identified three key areas where energy could be conserved: heat pumps, energy management system and lighting. As part of the full-scale renovation, QCS installed over 3,000 MaxLite brand LED lamps and fixtures throughout the property. They applied a combination of A Lamps, PARs, MR16s, Candelabras and Flood Lights throughout the guest rooms and common areas inside the hotel, while MaxLite LED Area Lights were installed in the parking lot. The hotel's energy savings from the energy management system and new lighting alone were enough to replace its 20-year-old heat pumps with new, quieter and more energy efficient HVAC units. In total, Sheraton LaGuardia East Hotel will save almost 60% in energy consumption and over \$235,000 in energy costs annually from the upgrades.

**"The upgraded lighting measures installed improved the light levels and quality of the light dramatically throughout the hotel. It also helped standardize the consistency and color of the lighting technologies, which in turn will assist with procurement and maintenance in the future."**

**-- Melanie Gately**

*Quality Conversation Services, Inc.*



# HOSPITALITY LIGHTING

## Case Study:

### Starbucks Illuminates Wall Mural with MaxLite LED Lightbars



**“Our client was very impressed with the uniform lighting the LED lightbars provided, and they thought it provided superior light to the four spot lights. The light has a smooth look to it versus the bright spotlights we were previously using, which had more of a sharp edge of light and burned really hot. They also couldn’t believe how cool the LEDs were, even after being on for several hours.”**

**-- Richard Antiporda**

*Vice President of Sales, Canterra Lighting*

A bold, 16-foot cartography-inspired mural is positioned over the customer seating area of Starbucks in Tempe, Arizona. While the mural had a strong use of shape and line with rich colors, the painting needed better quality lighting that would transition it from a backsplash to a focal point in the room. Richard Antiporda of Canterra Lighting in Scottsdale, worked with the local Starbucks to find an energy-efficient and low-maintenance alternative to halogen PAR38 bulbs, which are known to frequently burn out and would leave the mural unlit in large areas.

Starbucks chose to install 16 of MaxLite’s six-watt Plug-and-Play LED Lightbars, installed in a complete circuit around the mural beneath a frame. The cool operating fixtures provide a balanced glow of warm color that enriches the mood of the mural and draws customers in to view and enjoy the artwork. The LED lightbars will save the coffee retailer 78 percent in energy, or 12,200 kWh, and \$2,404 in energy and maintenance costs throughout the 50,000-hour lifetime of the fixtures, compared to halogen PAR38 bulbs.



# HOSPITALITY LIGHTING



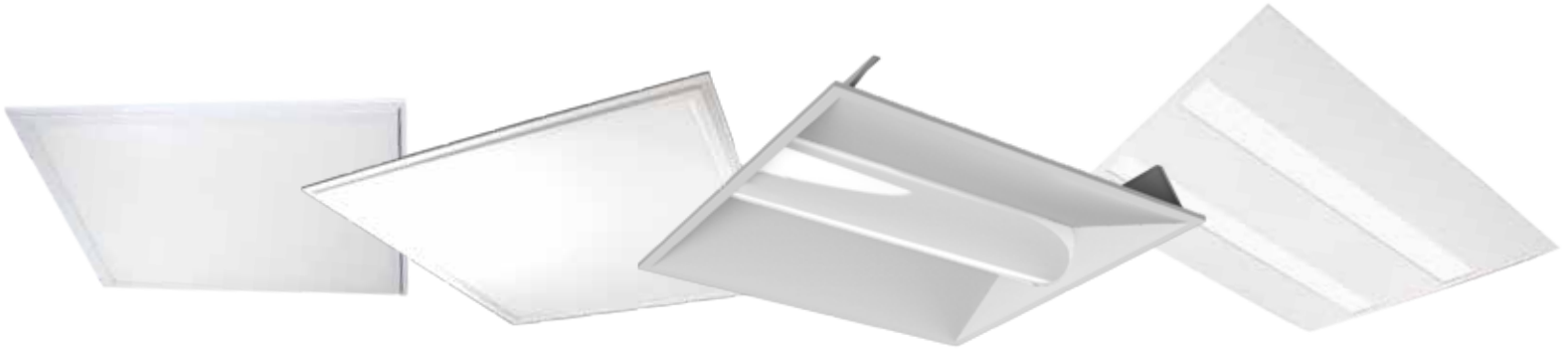
Lamps	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
T8 Lamps	✓			✓	✓		✓		
DirectFit T8 Lamps	✓			✓	✓		✓		
PL Lamps	✓	✓			✓				
DirectFit PL Lamps	✓	✓			✓				
PAR Lamps	✓	✓	✓						
BR Lamps	✓	✓	✓						
MR16	✓	✓							
Omni A Lamps	✓	✓	✓						
A Lamps	✓	✓	✓						
Globe Lamps		✓	✓						
Candelabra	✓	✓			✓				
Puck Lamp						✓			
Post Top Retrofit Lamps						✓			



Cove and Display Lighting	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
Plug-and-Play Lightbars	✓	✓							



# HOSPITALITY LIGHTING



Flat Panels	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
ArcMAX Volumetric Panels	✓			✓	✓				
Micro-T Lay-In Panels	✓			✓	✓				
FlatMAX Edge Lit Panels	✓			✓	✓				
Direct Lit Panels	✓			✓	✓				



Downlights	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
Recessed Downlight Fixtures	✓								
Commercial Downlights	✓								
Architectural Downlights	✓								
Faux Can	✓	✓	✓						

# HOSPITALITY LIGHTING



Indoor Fixtures	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
Architectural Torchiere		✓							
Flush Mount Ceiling Fixtures	✓	✓	✓		✓				



Outdoor Fixtures	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
Small Flood Lights						✓		✓	
Bullet Flood Lights						✓		✓	
Area Lights						✓			
StaxMax						✓			✓
DiscLED Post Top						✓			



Signage	Public Spaces	Guest Rooms	Guest Bathroom	Back of House	Corridors	Outdoor	Parking	Facade	Signage
Marquee Lamps						✓			✓

# HOSPITALITY LIGHTING



Dramatic lighting and colorful accents set the scene for memorable meals.



Flexible lighting options let guests stay focused or relax.



Many of our LED products are damp-listed for use in indoor pools and spas.

## Customer Support

**MaxLite offers a full range of complimentary services to support your lighting projects:**

- Facility audits
- Lighting layouts
- ROI calculations
- Utility rebate assistance
- Local representation
- Lifetime product service

## Utility Rebates Reduce Upfront Costs

While the long-term savings make LED the obvious choice over other lighting sources, utility rebate programs can reduce the overall cost of ownership. MaxLite offers many fixtures and lamps that are ENERGY STAR or DesignLights Consortium (DLC) qualified, making them eligible for nationwide rebate programs. We will work with you to transform the lighting in your buildings and facilities, while ensuring your upfront investment is paid back as quickly as possible. Our utility solutions team will even complete the rebate paperwork for you!

## Why MaxLite?

MaxLite has more than 20 years of experience providing certified energy-efficient lighting solutions to the commercial building and residential markets. One of the first movers into LED technology in the industry, MaxLite offers an extensive line of state-of-the-art indoor and outdoor LED lamps and luminaires. We are a four-time recipient of the prestigious ENERGY STAR® Partner of the Year Award for our industry leadership and continue to be at the forefront of energy efficient technologies through the innovative research and development capabilities of our New Jersey headquarters and California facility.

MaxLite supports its products with the highest standards of quality assurance and customer support. We keep our products in stock and available for immediate purchase and delivery, shipping within the United States in one to three business days on standard orders. We are the lighting company that delivers certified quality LED solutions when you need them, and keeps delivering when you need us.



12 York Ave.  
West Caldwell, NJ 07006

**T:** 1-800-555-5629

**F:** 973-244-7333

**www.maxlite.com**